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## **Business Bulletin**

### **A Special Background Report On Trends in Industry And Finance**

ABRAHAM LINCOLN is being reborn in some circles as a management guru.

James Fugitte, president of Fort Knox National Bank in Elizabethtown, Ky., used to worry about repeating his message to workers until he realized: "Lincoln didn't apologize for telling everybody, everyday" why the country couldn't be divided. Mike Edl, a vice president of TDS Telecom, a unit of Chicago-based Telephone & Data Systems Inc., finds a lesson in Lincoln's ability to focus the talents of prickly rivals on common goals.

The two executives are "alumni" of Tigrett Corp., Arlington, Va., a small, management-training firm that uses history to teach leadership. Founders Antigoni Ladd and Everett W. Ladd Jr. (Tigrett is a hybrid of their first names) say the Lincoln session held in Gettysburg, Pa., is most popular. MCI Communications Corp., which has sent executives to the Lincoln program, now uses an in-house version.

*The American Society for Training and Development says off-site training is a declining trend, but outsourcing is up.*

— PAMELA SEBASTIAN